

**HOUSING FOR ALL
MARKETING AND EDUCATION CAMPAIGN REQUEST FOR
PROPOSALS (RFP)**

Release Date of RFP: Thursday January 12, 2023

Pre-Bidders' Conference: Tuesday January 24, 2023, 3:30pm to 4:30pm
WebEx
RSVP: snjindal@columbus.gov
Questions can be submitted prior to conference.

Submission Deadline: **Thursday, February 2, 2023, at 5:00 pm EDT**
Late submissions will not be accepted.

Submission Details: Proposals may be submitted by e-mail to
snjindal@columbus.gov or by hard copy via mail or
hand delivery to:

Housing for All Marketing and Education Campaign
Councilmember Shayla Favor
Columbus City Council
90 West Broad Street
Columbus, OH 43215

Points of Contact: Sundeepti Jindal, Legislative Aide
snjindal@columbus.gov
614-645-5524

Availability of RFP: The RFP will be posted on the Columbus City Council
website: <https://www.columbus.gov/council/housingforall>

Project Description

Columbus City Council is soliciting proposals from eligible agencies to implement a comprehensive marketing, education, outreach, and event campaign in relation to the Housing for All legislative package.

In an effort to continue education and marketing on the existing Housing for All Legislation and upcoming legislation, Columbus City Council has made available **\$200,000** to conduct a marketing and community engagement campaign. Council intends to distribute the funds to an agency that has demonstrated experience with providing marketing, education and engagement campaigns to the public.

Housing for All Background

In March 2021, Columbus City Council passed the Housing for All legislative package, which amended Chapters [4501](#) and [4551](#) of Columbus City Code. The amendments are intended to address some of the critical affordable housing challenges within the City of Columbus by providing residents fair access and protections in the search for affordable housing. The three ordinances include: Source of Income, Renter's Choice and Rental Receipt Legislation.

Source of Income Discrimination (0494-2021)- Operators are prohibited from denying prospective tenants based upon their lawful source of income, including but not limited to, income derived from wages, social security, supplemental security income, public or private sources, all forms of federal, state or local assistance payments or subsidies, including rent vouchers, child support, spousal support, and public assistance.

Renter's Choice (0495-2021)- If an operator requires a tenant to pay a security deposit, they must provide two alternatives to paying the deposit in full, including the payment of the security deposit over a series of 3 monthly installments, or the payment of the security deposit in 6 monthly installments.

Rental Receipt (0496-2021)- Operators must provide tenants with a written receipt upon payment of rent or a security deposit.

A successful community marketing and education campaign will inform the public of the policies through a marketing campaign and community events; provide guidance to residents who seek to file complaints or have questions regarding the City's fair housing process through a comprehensive website and a robust social media plan.

Applicant Eligibility Requirements

- a. Have experience leading a comprehensive marketing campaign, website design and social media plan
- b. Plan and execute events for 200+ Columbus residents
- c. Background knowledge related to housing policy and programming;
- d. Be currently registered to do business in Ohio and in good standing with the Ohio Secretary of State; and
- e. Have the capacity to implement the funded program beginning Spring 2023

Proposal Format and Scoring Criteria

1. **All bids must be submitted via email to snjindal@columbus.gov, or paper copy to:**
Housing for All Marketing and Education Campaign
Councilmember Shayla Favor
90 West Broad Street
Columbus, OH 43215
2. Answer each question in the application to the best of your ability using data and/or examples to support your responses, whenever possible. Respond to all questions in the order in which they are listed. Clearly identify each section with proper headings, which are provided for each section/question.
3. Follow the page limit guidelines listed under Project Summary (one page), Organizational Experience and Capacity (4 pages), Description of Services (7 pages) and Budget Narrative (two pages).
4. The proposal should be typed in 12-point Arial font, 1.5 spaced with pages numbered in the Footer.
5. Submitted proposals will be reviewed by a committee of individuals selected by Columbus City Council. The RFP review committee will evaluate and score proposals accepted for review under this RFP. Funding recommendations will be based on the committee's scoring results utilizing the following criteria and scoring:

CRITERIA	MAXIMUM POINTS
A. Project Summary	5
B. Organizational Experience and Capacity	40
C. Description of Services	65
D. Budget and Budget Narrative	10
TOTAL POINTS	120

6. Final funding recommendations will be presented to Columbus City Council for final approval. All funding decisions are final.
7. Release of funds will be contingent upon satisfactory review of the activities and expenditures and the availability of funds

A. Project Proposal Summary **5 points**

Submit a programmatic proposal summary not to exceed one (1) page.

B. Organizational Experience and Capacity **40 points**

The organizational experience and capacity section should not exceed four pages. Describe the nature, purpose, and qualifications of the applicant agency by responding to questions 1–5 below.

1. *Organizational Background:* Summarize the applicant agency's organizational background and experience include experiences of any subcontractors. **10 points**
2. *Experience with Marketing and Social Media Campaigns:* provide background on applicant team's experience with marketing campaigns including a robust social media plan and creation and execution of a website. **10 points**
3. *Successful Event Planning and Execution:* demonstrate the applicant team's background in successful event planning and execution. This includes hosting

informational tables at various community events. Please include the number of events hosted and tabling throughout the year. **5 points**

4. *Understanding of Housing Landscape:* Provide evidence of understanding of housing policy and agencies operating in the Columbus housing landscape. **5 points**
5. *Staffing Structure for Proposed Programming:* Describe how the applicant agency will staff the position(s) designed to meet the needs of the project. Include the staffing structure for managing program requirements. Include information regarding subcontractors, if there will be new hires, or existing staff. Please also describe how the team will report/check-in with the city team. **10 points**

C. Description of Services

65 Points

Using a maximum of 7 pages, provide a description of the services that covers each of the service categories by responding to questions 1-5 below.

1. *Marketing, Outreach, Education and Engagement:* Describe the plan for marketing, outreach and education. **55 Points**
 - i. Describe what constituency groups will be targeted through marketing. **5 Points**
 - ii. Describe how the organization will notify the public of educational opportunities, events or updated information. **10 Points**
 - iii. Summarize marketing plan, including materials to be developed and translated in multiple languages (print and digital), media buys (radio and other items seen as fit), etc. **10 Points**
 - iv. Share plan on website creation and execution. **5 Points**
 - v. Provide an explanation of how the applicant team plans to host events, number of events and number of tabling at various community events. **5 Points**
 - vi. Provide a timeline of marketing, outreach events and other outreach plans. **5 Points**
 - vii. Describe how the organization will coordinate with City Council for participation in planned forums and outreach events. **5 Points**
 - viii. Describe how the team intends to engage the targeted groups for ongoing understanding of what gaps there are in marketing of information. **5 Points**
 - ix. Explain how the organization will facilitate coordination with other resident groups, especially New American constituencies, special interest groups and associations, organizations serving low-

income renters, landlords and operators, and other identified housing organizations. **5 Points**

2. *Data Collection and Evaluation*: Describe the plan for evaluating success of project. **5 Points**
 - i. Explain which metrics will be examined for education and outreach program evaluation (ex: grow social media presence, number of people at events, etc.)
3. *Barriers*: Identify any potential barriers towards providing the services outlined in this RFP and describe how these barriers will be addressed. **5 Points**

E. Budget and Budget Narrative

10 Points

The Budget and Budget Narrative section should not exceed three pages and should respond to questions 1–2 below.

1. Provide a one year budget by line item. **5 Points**
2. Provide a Budget Narrative that illustrates a clear rationale and justification for the funding request. The narrative needs to support each of the proposed budget line items against measurable units of services to be delivered in response to the statement of need. **5 Points**

Administrative Requirements

A. Audits

At any time after the award of a Housing for All Marketing and Education Campaign and for three (3) years thereafter, the city may have the grantee's expenditure statements and source documentation audited.

B. Equal Opportunity Clause

Agencies awarded grants for the program agree to abide by all of the terms, conditions and requirements set forth in Columbus City Code Section 3906.02, Equal Opportunity Clause:

1. The contractor/vendor/bidder will not discriminate against any employee or applicant for employment because of race, sex, sexual orientation, gender identity or expression, color, religion, ancestry, national origin, age, disability, familial status or military status. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, sex, sexual orientation, gender identity or expression, color, religion, ancestry, national origin, age, disability, familial status or military status. Such action shall include, but not be limited to, the following: employment up-grading, demotion, or termination; rates of pay or other forms of compensation; and selection for training. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices summarizing the provisions of this Equal Opportunity Clause.
2. The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that the contractor is an equal opportunity employer.
3. It is the policy of the City of Columbus that business concerns owned and operated by M/WBEs shall have the maximum practicable opportunity to participate in the performance of contracts awarded by the city.
4. The contractor shall permit access to any relevant and pertinent reports and documents by the ODI director for the sole purpose of verifying compliance with this Title and ODI regulations. All such materials provided to the ODI director by the contractor shall be considered confidential.
5. The contractor will not obstruct or hinder the ODI director or his/her deputies, staff and assistants in the fulfillment of the duties and responsibilities imposed by Title 39 of the Columbus City Codes.
6. The contractor and each subcontractor will include a summary of this Equal Opportunity Clause in every subcontract. The contractor will take such action with respect to any subcontractor as is necessary as a means of enforcing the provisions of the Equal Opportunity Clause.
7. The contractor agrees to refrain from subcontracting any part of this contract or contract modification thereto to a contractor not holding a valid certification number as provided for in Title 39.
8. Failure or refusal of a contractor or subcontractor to comply with the provisions of Title 39 may result in cancellation of this contract.

C. Campaign Contributions

Organizations awarded grants hereby certify the following: that it is familiar with Ohio Revised Code ("O.R.C.") Section 3517.13; that it is in full compliance with Divisions (I) and (J) of that Section; that it is eligible for this contract under the law and will remain in compliance with O.R.C. Section 3517.13 for the duration of this contract and for one year thereafter.

D. City Income Taxes

Organizations awarded grants hereby further agree to withhold and pay all city income taxes due or payable under the provisions of Chapter 362, Columbus City Codes, for wages, salaries and commissions paid to its employees and further agrees that any of its subcontractors shall be required to agree to withhold and pay any such city income taxes due under said chapter for services performed under a grant agreement. If it has been determined by the Columbus Income Tax Division that Contractor, or any of its subcontractors, owes city income taxes, the Contractor agrees that the City may withhold the amount due to the City from any amount due to the Contractor for services performed under a grant agreement.